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 Hemant K. Bhargava , Juan Feng  
Proceedings of the eleventh international conference on World Wide Web May 2002  
Internet search engines and comparison shopping have recently begun implementing a paid placement strategy, where some content providers are given prominent positioning in return for a placement fee. This bias generates placement revenues but creates a disutility to users, thus reducing user-based revenues. We formulate the search engine design problem as a tradeoff between these two types of revenues. We demonstrate that the optimal placement strategy depends on the relative benefits (to provid ...

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**1** On the Natural Selection of Market Choice 77% Aviv Bergman , Moshe Tennenholtz  
Autonomous Agents and Multi-Agent Systems December 2002  
Volume 5 Issue 4

An evolutionary approach to the problem of economic mechanism choice is presented. It demonstrates the power that a single participant has on the choice of a preferred market mechanism. A population of sellers, each with one of two possible economic mechanisms, facing potential buyers, is presented as a test model. It is shown that if two auctions, such as first- and second-price auctions, are to attract an identical number of buyers, although under the model assumptions their expected revenue ...

**2** On Negotiations and Deal Making in Electronic Markets 77% Carrie Beam , Arie Segev , Martin Bichler , Ramayya Krishnan  
Information Systems Frontiers October 1999  
Volume 1 Issue 3

Negotiation has traditionally been an important element in all types of commerce. As electronic commerce systems become generally available on the Internet, there is a need to support negotiation in the context of deal making. However, as in the physical world, the type of negotiation mechanism required is context dependent. In particular, we distinguish between the support required in the context of single deal and support required in coordinating negotiations across multiple deals. A framew ...

**3** Software reuse and competition: Consumer preferences in a software component market 77% F. Javier Lerch , Nick V. Flor , Mark Fichman , Se-Joon Hong  
Annals of Software Engineering January 1998

## Volume 5

Research on software reuse has traditionally focused on reuse among employees within the same organization. In contrast, our research investigates consumer preferences in a software component market with multiple producers and consumers of software components. We propose that empirically studying competition in software component markets is crucial to discovering success factors for improving software reuse. To facilitate such research, we have developed an experimental ...

- 4** Semantic Web Services: Semantic web support for the business-to-business e-commerce lifecycle 77%

David Trastour , Claudio Bartolini , Chris Preist

Proceedings of the eleventh international conference on World Wide Web May 2002

If an e-services approach to electronic commerce is to become widespread, standardisation of ontologies, message content and message protocols will be necessary. In this paper, we present a lifecycle of a business-to-business e-commerce interaction, and show how the Semantic Web can support a service description language that can be used throughout this lifecycle. By using DAML, we develop a service description language sufficiently expressive and flexible to be used not only in advertisements, ...

- 5** Personalizing web sites for mobile users 77%

Corin R. Anderson , Pedro Domingos , Daniel S. Weld

Proceedings of the tenth international conference on World Wide Web April 2001

- 6** A dynamic mechanism for time-constrained trading 77%

Samuel P. M. Choi , Jiming Liu

Proceedings of the fifth international conference on Autonomous agents May 2001

The market mechanism design is important for both conventional and electronic commerce as it affects the fairness and efficiency of trading. In this paper, we propose a new market mechanism for time- constrained trading. Our mechanism mimics the traditional brokering system, where buyers and sellers meet together and negotiate through an electronic marketplace. At each time step, agents are paired up for negotiating a deal. We consider that buyer and seller agents are associated with a time ...

- 7** A market-driven approach to teaching software components engineering 77%

Nick V. Flor , F. Javier Lerch , Se-Joon Hong

Annals of Software Engineering April 1999

Volume 6 Issue 1-4

The emergence of software component standards and tools for creating software components is leading to an increasing number of software component developers. Traditional software engineering education, however, emphasizes methods for developing large software packages. It is not clear whether such methods are appropriate for developing components. New techniques may be needed to teach the skills necessary for component development. We identify two skills software develo ...

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- 1** A general-purpose compression scheme for large collections 77%  
 ACM Transactions on Information Systems (TOIS) July 2002  
Volume 20 Issue 3  
Compression of large collections can lead to improvements in retrieval times by offsetting the CPU decompression costs with the cost of seeking and retrieving data from disk. We propose a semistatic phrase-based approach called xray that builds a model offline using sample training data extracted from a collection, and then compresses the entire collection online in a single pass. The particular benefits of xray are that it can be used in applications where individual records or documents must b ...
- 2** Auctions and E-commerce: Paid placement strategies for internet search engines 77%  
 Hemant K. Bhargava , Juan Feng  
Proceedings of the eleventh international conference on World Wide Web May 2002  
Internet search engines and comparison shopping have recently begun implementing a paid placement strategy, where some content providers are given prominent positioning in return for a placement fee. This bias generates placement revenues but creates a disutility to users, thus reducing user-based revenues. We formulate the search engine design problem as a tradeoff between these two types of revenues. We demonstrate that the optimal placement strategy depends on the relative benefits (to provid ...
- 3** Efficient web browsing on handheld devices using page and form summarization 77%  
 ACM Transactions on Information Systems (TOIS) January 2002  
Volume 20 Issue 1  
We present a design and implementation for displaying and manipulating HTML pages on small handheld devices such as personal digital assistants (PDAs), or cellular phones. We introduce methods for summarizing parts of Web pages and HTML forms. Each Web page is broken into text units that can each be hidden, partially displayed, made fully visible, or summarized. A variety of methods are introduced that summarize the text units. In addition, HTML forms are also summarized by displaying just the t ...
- 4** Scalable high-speed prefix matching 77%  
 Marcel Waldvogel , George Varghese , Jon Turner , Bernhard Plattner  
ACM Transactions on Computer Systems (TOCS) November 2001

## Volume 19 Issue 4

Finding the longest matching prefix from a database of keywords is an old problem with a number of applications, ranging from dictionary searches to advanced memory management to computational geometry. But perhaps today's most frequent best matching prefix lookups occur in the Internet, when forwarding packets from router to router. Internet traffic volume and link speeds are rapidly increasing; at the same time, a growing user population is increasing the size of routing tables against which p ...


**5** Using hardware performance monitors to isolate memory bottlenecks 77%

 Bryan R. Buck , Jeffrey K. Hollingsworth

Proceedings of the 2000 ACM/IEEE conference on Supercomputing (CDROM) November 2000

In this paper, we present and evaluate two techniques that use different styles of hardware support to provide data structure specific processor cache information. In one approach, hardware performance counter overflow interrupts are used to sample cache misses. In the other, cache misses within regions of memory are counted to perform an n-way search for the areas in which the most misses are occurring. We present a simulation-based study and comparison of the two techniques. We find that ...

**6** CASDAL: CASSM's DATA Language 77%


 Stanley Y. W. Su , Ahmed Emam

ACM Transactions on Database Systems (TODS) March 1978

Volume 3 Issue 1

CASDAL is a high level data language designed and implemented for the database machine CASSM. The language is used for the manipulation and maintenance of a database using an unnormalized (hierarchically structured) relational data model. It also has facilities to define, modify, and maintain the data model definition. The uniqueness of CASDAL lies in its power to specify complex operations in terms of several new language constructs and its concepts of tagging or marking tuples and of matc ...

**7** EMP &mdash; A Database-Driven Electronic Market Place for Business-to-Business 77%

 Commerce on the Internet


Susanne Boll , Andreas Gr uner , Armin Haaf , Wolfgang Klas

Distributed and Parallel Databases April 1999

Volume 7 Issue 2

Electronic commerce systems for business-to-business commerce on the Internet are still in their infancy. The realization of Internet electronic markets for business-to-business following a n-suppliers: m-customers scenario is still unattainable with todays solutions. Comprehensive Internet electronic commerce systems should provide for easy access to and handling of the system, help to overcome differences in time of business, location, language between suppliers and customers, an ...

**8** Transportable Information Agents 77%




 Daniela Rus , Robert Gray , David Kotz

Journal of Intelligent Information Systems November 1997

Volume 9 Issue 3

Transportable agents are autonomous programs. They can move through a heterogeneous network of computers migrating from host to host under their own control. They can sense the state of the network, monitor

software conditions, and interact with other agents or resources. The network-sensing tools allow our agents to adapt to the network configuration and to navigate under the control of reactive plans. In this paper we describe the design and implementation of a transportable-agent sy ...

- 9** Navigation issues in hypertext: documenting complex hierarchies with HTML frames 77%  
 Michael Priestley  
Proceedings of the 15th annual international conference on Computer documentation October 1997
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 Laurie Kantner , Stephanie Rosenbaum  
Proceedings of the 15th annual international conference on Computer documentation October 1997
- 11** Visualizing search results: some alternatives to query-document similarity 77%  
 Lucy Terry Nowell , Robert K. France , Deborah Hix , Lenwood S. Heath , Edward A. Fox  
Proceedings of the 19th annual international ACM SIGIR conference on Research and development in information retrieval August 1996

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- 1** A laboratory study of consumers' preferences and purchasing behavior with regards to software components 77%  
 Se-Joon Hong , F. Javier Lerch  
ACM SIGMIS Database August 2002  
Volume 33 Issue 3  
Component-based software development is widely regarded as a promising approach to improving productivity and quality. However, progress in component-based software development has been slower than expected. A possible explanation for this slow progress is that there are not enough software components that can satisfy users (consumers). From this perspective, the purpose of this paper is to increase our knowledge about consumers of software components and to understand what aspects of software c ...
- 2** Competitive market-based allocation of consumer attention space 77%  
 Sander M. Bohte , Enrico Gerding , Han La Poutré  
Proceedings of the 3rd ACM conference on Electronic Commerce October 2001  
The amount of attention space available for recommending suppliers to consumers on e-commerce sites is typically limited. We present a competitive distributed recommendation mechanism based on adaptive software agents for efficiently allocating the "consumer attention space", or banners. In our approach, each agent bids in an auction for the momentary attention of each consumer. Successive auctions allow agents to rapidly adapt their bidding strategy to focus on consumers interested in their off ...
- 3** Media Production: Towards Creative Collaboration Using Communication Networks 77%  
 Ellen Baker , John Geirland , Tom Fisher , Annmarie Chandler  
Computer Supported Cooperative Work October 1999  
Volume 8 Issue 4


To examine the diffusion of remote collaboration technologies within the media production industries, a series of case studies was recently conducted with early adopters of advanced electronic networks in Sydney, Los Angeles and London. The studies assessed: 1) user reactions to these collaboration technologies and types of activities being supported and 2)



factors influencing their adoption decisions. Interviews conducted also provided early indications of the conditions likely to faci ...

**4** A market-driven approach to teaching software components engineering


77%

 Nick V. Flor , F. Javier Lerch , Se-Joon Hong  
Annals of Software Engineering April 1999  
Volume 6 Issue 1-4

The emergence of software component standards and tools for creating software components is leading to an increasing number of software component developers. Traditional software engineering education, however, emphasizes methods for developing large software packages. It is not clear whether such methods are appropriate for developing components. New techniques may be needed to teach the skills necessary for component development. We identify two skills software develo ...


**5** Organizing multicast receivers deterministically by packet-loss correlation

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 Brian Neil Levine , Sanjoy Paul , J. J. Garcia-Luna-Aceves  
Proceedings of the sixth ACM international conference on Multimedia September 1998

**6** The representation of policies as system objects

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 Jonathan D. Moffett , Morris S. Sloman  
ACM SIGOIS Bulletin , Conference proceedings on Organizational computing systems October 1991  
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## Competitive market-based allocation of consumer attention space

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### Publisher

ACM Press New York, NY, USA

Pages: 202 - 205 Series-Proceeding-Article

Year of Publication: 2001

ISBN:1-58113-387-1

**doi>** <http://doi.acm.org/10.1145/501158.501182> (Use this link to Bookmark this page)


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The amount of attention space available for recommending suppliers to consumers on e-commerce sites is typically limited. We present a competitive distributed recommendation mechanism based on adaptive software agents for efficiently allocating the "consumer attention space", or banners. In our approach, each agent bids in an auction for the momentary attention of each consumer. Successive auctions allow agents to rapidly adapt their bidding strategy to focus on consumers interested in their offerings. We demonstrate the feasibility of our system by an evolutionary simulation, and reflect on the advantages of this distributed market-based approach.

↑ **REFERENCES**

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